

Marketing Grants Comparison FY08

| Description | Partnership Grant | Challenge Grant | Co-Op Grant |
|----------------------|--|---|---|
| <i>Type of Grant</i> | Projects may or may not be for marketing | Marketing | Marketing |
| <i>Purpose</i> | Fund projects that combine arts, history, heritage, film and tourism activities. The purpose is to engage partners outside of the applicant's discipline or traditional program area. | <p>Assist culture & tourism entities to promote attractions and events that will draw visitors</p> <ol style="list-style-type: none"> 1. Primary goal: enhance culture and tourism attractions, including events that draw visitors from outside the state. 2. Second goal: entice residents of CT to visit destinations within the state. | Provide valuable strategic marketing partnerships, increase attendance, visitation and overnight stays, and extend the statewide marketing and regional tourism branding efforts funded by the state. |
| <i>Description</i> | <p>Projects must include a partnership between entities in two or more of the following disciplines: history, arts, historic preservation, humanities, film or tourism.</p> <p>Grants may support the expansion of a current program or the creation of a new one in order to attract new audiences, participants and/or visitors.</p> <p>All partners must be engaged in the project – sharing the work, sharing the gain.</p> | <p>Partners are encouraged but not required.</p> <p>Grants shall support new and innovative marketing projects and the expansion of current programs both of which compliment the CCT's strategic marketing plan.</p> | <p>Subsidize pre-selected cooperative marketing projects. All projects work in synergy with CCT strategic marketing plan and extend CT's brand and image in collaboration with the regional tourism districts.</p> <p>Four Co-Op Grant Projects are offered. Applicants may apply for more than one by submitting an application form for each project requested.</p> <p>Billboard Advertising CCT provides creative template. Location options: I-84 Connecticut, I-95 Connecticut, I-91 Connecticut, New York gateways to Connecticut</p> <p>Preferred Territory Options: New York</p> |

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| | | | <p>Hartford, New Haven, Waterbury, Danbury, Fairfield County, Shoreline</p> <p>Newspaper Advertising & Online Grantee will provide ad creative and select from Connecticut dailies in five of the state's largest media markets: Hartford, New Haven, Fairfield County, Waterbury, and New London.</p> <p>Market Research Available to new subscribers for VISION, Connecticut's syndicated visitor intercept study.</p> <p>Strategic Marketing Plan Grant offers strategic marketing planning services by recognized consultants to grant recipients for developing their plans to increase attendance and visitation and for leveraging CCT's Strategic Marketing direction. Marketing consultant must be approved by CCT.</p> |
| <i>Eligible Applicant</i> | <p>Lead applicant must be a 501 (c) (3) non-profit incorporated in Connecticut for at least two years, and whose primary place of business is in Connecticut.</p> <p>Eligible Lead Applicants:</p> <ul style="list-style-type: none"> • Arts Organizations, local art agencies • Theater, dance, music, literary, design, visual arts performance organizations • History museums & sites, historical | <p>Applicants must be a non-profit.</p> <p>Applicants may partner with non – profits(s) and/or for-profit(s).</p> | <p>Varies by specific project.</p> <p>Billboard Advertising (Non-profit & For –Profit)</p> <p>Newspaper Advertising & Online (Non-profit & For-Profit)</p> <p>Market Research (non-profit)</p> |

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| | <p>societies</p> <ul style="list-style-type: none"> • Historic preservation organizations, park conservancies • Heritage organizations • Film Organizations <p>Partnering Entities may be non-profit(s) and/or for-profit(s).</p> | | Strategic Marketing Plan (non-profit) |
| <i>Project Qualification Categories</i> (Funding & Match) | Specified cost related to underwriting an event or marketing of the event or the organization. | <p>Considered but not limited to:</p> <p>Media Advertising Direct Marketing Promotional Pieces Production Projects Direct Sales Public Relations Research Programs & Studies</p> | <p>Billboard Advertising (Non-profit & For-Profit)</p> <p>Newspaper Advertising & Online (Non-profit & For-Profit)</p> <p>Market Research (non-profit)</p> <p>Strategic Marketing Plan (non-profit)</p> |
| <i>Application Deadline</i> | February 14, 2008 | <p>December 21, 2007 by 5:00 pm</p> <p>Applications (original and ten copies) must be received by date and time listed above (not postmarked). Email and fax submission will not be accepted.</p> | <p>BY January 8, 2008 by 4:00 pm</p> <p>Applications (original and three copies) must be received by date and time listed above (not postmarked). Email and fax submission will not be accepted.</p> <p>Funds are allocated on a rolling basis until completely allocated. CCT does not guarantee that funds will remain until January 8, 2008.</p> |
| <i>Notification of Award</i> | TBD | February 2008 | Rolling decision through final deadline to apply. Applicant advised and contract drafted for approved grant within 10 business days of CCT |

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| | | | receiving application. |
| <i>Grant Funding</i> | \$3,000 maximum | \$7,500 minimum; \$30,000 maximum | <p>Varies according to marketing activity selected.</p> <p>Billboard Advertising \$30,000 maximum</p> <p>Newspaper Advertising & Online \$15,000 maximum</p> <p>Market Research</p> <p>Strategic Marketing Planning \$10,000 maximum</p> |
| <i>Matching Funds</i> | <p>1-1 Match (No State and/or Federal Funds)</p> <p>Twenty percent (20%) of matching funds may be used for specific administrative expenses such as administrative staff time and supplies.</p> | <p>1-1 Match (No State and/or Federal Funds)</p> <p>Twenty percent (20%) of matching funds can be in-kind services.</p> | <p>Varies from 30% to 60% depending on project and non-profit or for-profit status. (No State and/or Federal Funds)</p> <p>In-kind services do not quality as matching funds.</p> <p>Billboard Advertising Non-Profits 40%; For-Profit 50%</p> <p>Newspaper Advertising & Online Non-profits 30%; Regional tourism district 40%; State or regional art, history, film or tourism organization 40%; For-Profit 60%</p> <p>Market Research</p> |

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| | | | <p>Non-Profits 50% For-profits not eligible</p> <p>Strategic Marketing Planning Non-Profits 50% For-profits not eligible</p> |
| <i>Project Period</i> | July 1, 2008 – June 30, 2009 | April 1, 2008 – May 31, 2009 | <p>Billboard Advertising April, May, June July '08</p> <p>Newspapers Advertising & Online Five preselected dates in late Spring and Peak Summer '08</p> <p>Market Research Subscription costs for the base program for a maximum of one year.</p> <p>Strategic Marketing Plan Annual or Bi-annual</p> |
| <i>Selection Criteria</i> | <p>Based on a point system</p> <ol style="list-style-type: none"> 1. Creativity of Project 2. Project Impact 3. Partnership 4. Ability to carry out the project <p>Note: Special consideration will be given to innovative projects that propose sustainable partnerships beyond the grant.</p> | <p>Based on a point system</p> <ol style="list-style-type: none"> 1. Organization and experience 2. Technical Approach 3. Integration with CCT's Strategic Marketing Plan 4. Budget <p>Note: Greater consideration will be given to:</p> <ol style="list-style-type: none"> 1. New or unique projects; 2. Projects that encourage culture and tourism visitation | <ol style="list-style-type: none"> 1. Organization and experience 2. Technical Approach 3. Consistent with CCT's Strategic Marketing Plan 4. Budget |

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| | | <p>to a region rather than a single community;</p> <p>3. Projects that expand existing culture and tourism marketing efforts; and/or</p> <p>4. Projects that ensure extended stays.</p> | |
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